

A Work Project, presented as part of the requirements for the Award of a Masters
Degree in
Management from the NOVA – School of Business and Economics.

**COMPLEMENTARY APPENDIX
MARKETING PLAN FOR BOOK-A-COOK**

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#1774

A Project carried out on the Management course, under the supervision of:
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Index

Exhibit 1 - Survey Results (Consumers)	3
Exhibit 2 - Survey Results (Chefs)	9

Exhibit 1 - Survey Results (Consumers)

1. How often do you visit a restaurant in order to celebrate a special occasion? *

Number of participants: 59

1 (1.7%): One time per week

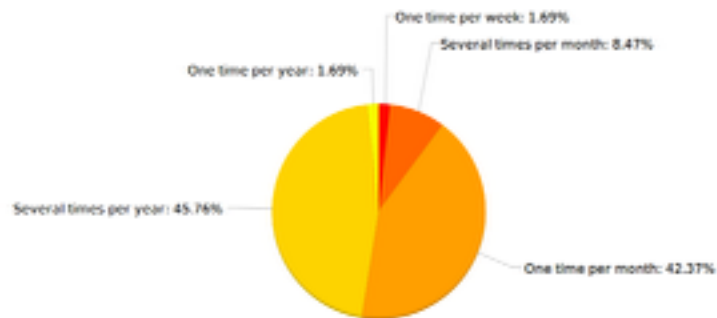
5 (8.5%): Several times per month

25 (42.4%): One time per month

27 (45.8%): Several times per year

1 (1.7%): One time per year

- (0.0%): Never



2. How much money do you spend in average for such a dinner (drinks included)? *

Number of participants: 59

8 (13.6%): ca. 15€ per person

13 (22.0%): ca. 25€ per person

19 (32.2%): ca. 35€ per person

17 (28.8%): ca. 50€ per person

2 (3.4%): ca. 65€ per person

- (0.0%): ca. 80€ per person

- (0.0%): ca. 100€ per person

- (0.0%): more than 100€ per



3. What are disturbing factors for you when visiting a restaurant? *

Number of participants: 59

10 (16.9%): To wait for a free table

25 (42.4%): Noise in the restaurant

44 (74.6%): Impersonal atmosphere

6 (10.2%): To search for a free parking slot

28 (47.5%): I feel not relaxed and under pressure when other people wait for a free table

28 (47.5%): Unfriendly/Unprofessional staff

6 (10.2%): Children have to be entertained

1 (1.7%): Other

Answer(s) from the additional field:

- Schlechtes Essen



4. How often do you organize a dinner party to celebrate a special occasion? *

Number of participants: 59

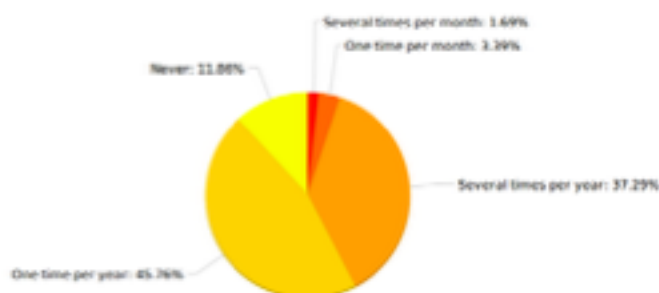
1 (1.7%): Several times per month

2 (3.4%): One time per month

22 (37.3%): Several times per year

27 (45.8%): One time per year

7 (11.9%): Never



5. What do you like when organizing a dinner at your like? *

Number of participants: 59

47 (79.7%): The atmosphere is personal

12 (20.3%): It's cheaper than a restaurant visit

40 (67.8%): One can sit together until late at night

6 (10.2%): Children can play/sleep

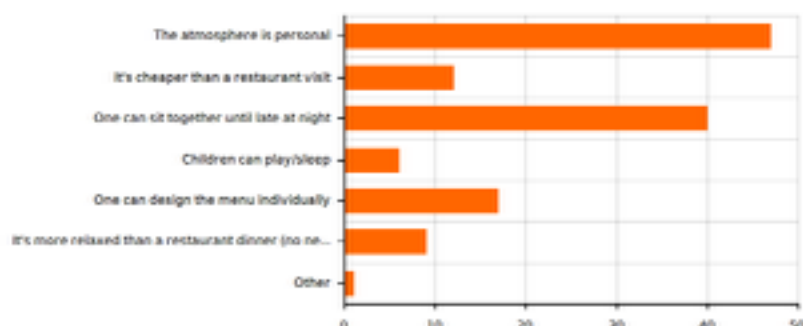
17 (28.8%): One can design the menu individually

9 (15.3%): It's more relaxed than a restaurant dinner (no need to search parking slot or wait for a free table)

1 (1.7%): Other

Answer(s) from the additional field:

- ist oft günstiger



6. What do you dislike when organizing such a dinner party? *

Number of participants: 59

18 (30.5%): I don't like to cook for a large number of people

23 (39.0%): I'm stressed and not relaxed

36 (61.0%): I feel pressured that the dinner has to be perfect

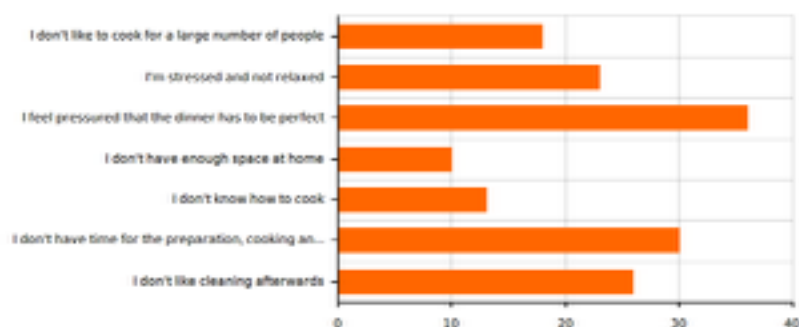
10 (16.9%): I don't have enough space at home

13 (22.0%): I don't know how to cook

30 (50.8%): I don't have time for the preparation, cooking and cleaning

26 (44.1%): I don't like cleaning afterwards

- (0.0%): Other



7. Would you book online a professional cook that comes to your home and cooks for you and your guests? (He takes care of the shopping, cooking, serving and cleaning up) *

Number of participants: 58

34 (58.6%): yes

24 (41.4%): no



8. If yes, why?

Number of participants: 34

21 (61.8%): The atmosphere is more personal than in a restaurant

29 (85.3%): I want to impress my friends/family with an extraordinary evening

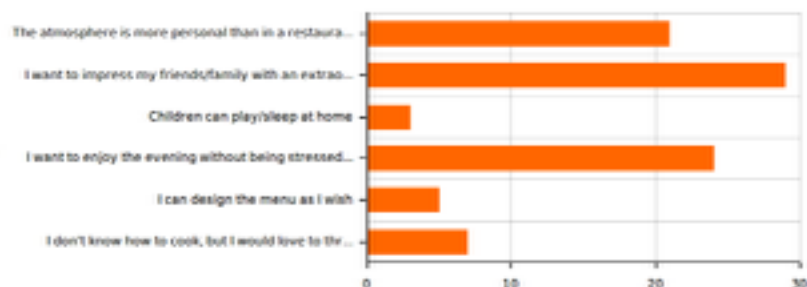
3 (8.8%): Children can play/sleep at home

24 (70.6%): I want to enjoy the evening without being stressed in the kitchen

5 (14.7%): I can design the menu as I wish

7 (20.6%): I don't know how to cook, but I would love to throw a dinner party at my place

- (0.0%): Other



9. If no, why?

Number of participants: 24

15 (62.5%): I prefer to cook myself

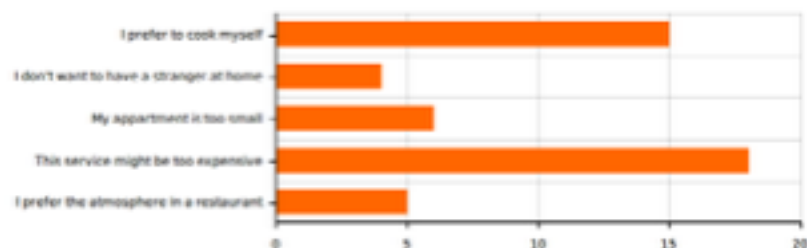
4 (16.7%): I don't want to have a stranger at home

6 (25.0%): My apartment is too small

18 (75.0%): This service might be too expensive

5 (20.8%): I prefer the atmosphere in a restaurant

- (0.0%): Other



10. What would you pay for such a service? Please assume that a comparable restaurant dinner costs 100€ for 4 people. *

Number of participants: 58

18 (31.0%): I would not pay more than for a restaurant dinner (100€)

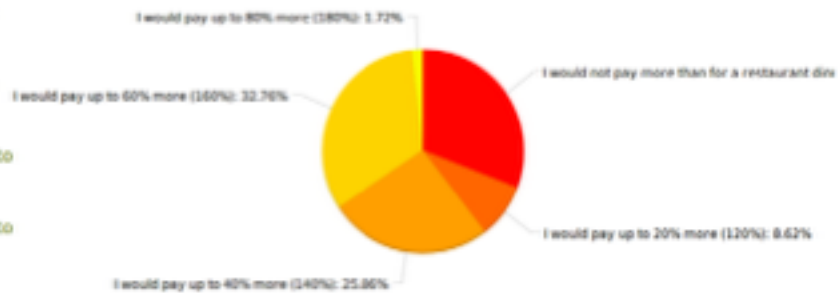
5 (8.6%): I would pay up to 20% more (120€)

15 (25.9%): I would pay up to 40% more (140€)

19 (32.8%): I would pay up to 60% more (160€)

1 (1.7%): I would pay up to 80% more (180€)

- (0.0%): I would pay more than 80% additional (>180€)



11. How often do you cook at home? *

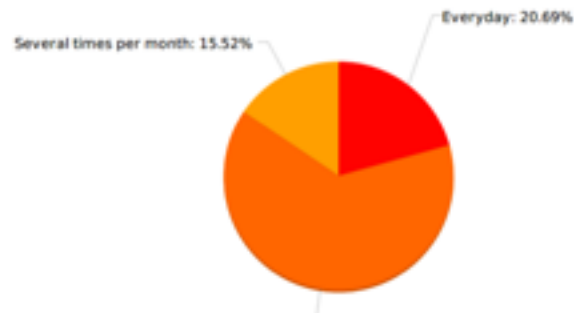
Number of participants: 58

12 (20.7%): Everyday

37 (63.8%): Several times per week

9 (15.5%): Several times per month

- (0.0%): Never



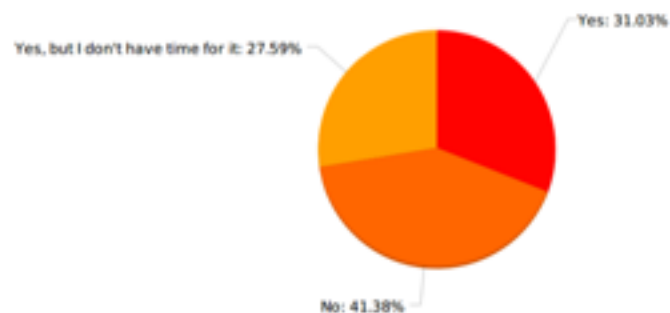
12. Do you enjoy cooking for other people? *

Number of participants: 58

18 (31.0%): Yes

24 (41.4%): No

16 (27.6%): Yes, but I don't have time for it



13. How often do you use the internet? *

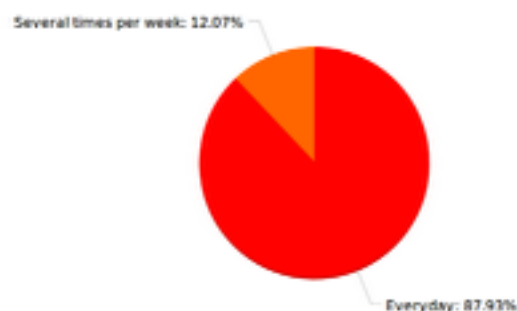
Number of participants: 58

51 (87.9%): Everyday

7 (12.1%): Several times per week

- (0.0%): Several times per month

- (0.0%): Never



14. What is your daily stress level? *

Number of participants: 58

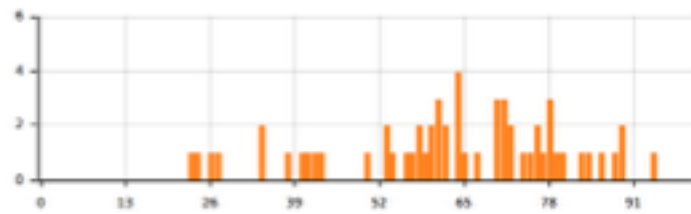
0 = Not stressed

100 = Very stressed

Arithmetic average: 62,69

Mean absolute deviation: 13,64

Standard deviation: 17,49



15. What is your annual salary? *

Number of participants: 58

8 (13.8%): 0-20.000€

8 (13.8%): 20.000-40.000€

18 (31.0%): 40.000-60.000€

16 (27.6%): 60.000-80.000€

7 (12.1%): 80.000-100.000€

1 (1.7%): > 100.000€



16. Do you have children? *

Number of participants: 58

21 (36.2%): yes

37 (63.8%): no



17. Your family status *

Number of participants: 58

33 (56.9%): Single

17 (29.3%): Married

8 (13.8%): Divorced

- (0.0%): Widowed



18. Your age *

Number of participants: 58

- (0.0%): < 20

6 (10.3%): 20-25

14 (24.1%): 25-30

14 (24.1%): 30-35

6 (10.3%): 35-40

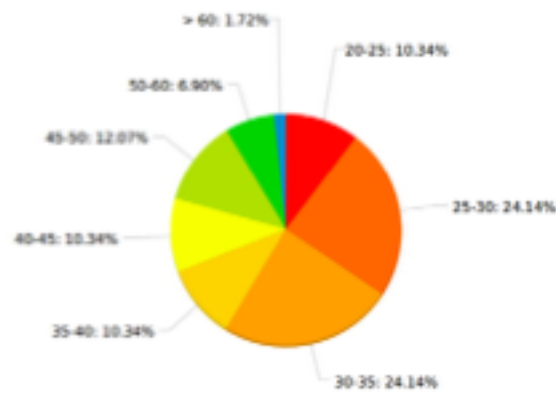
6 (10.3%): 40-45

7 (12.1%): 45-50

4 (6.9%): 50-60

1 (1.7%): > 60

- (0.0%): Other



19. Your nationality *

Number of participants: 58

57 (98.3%): German

1 (1.7%): Other



20. Sex *

Number of participants: 58

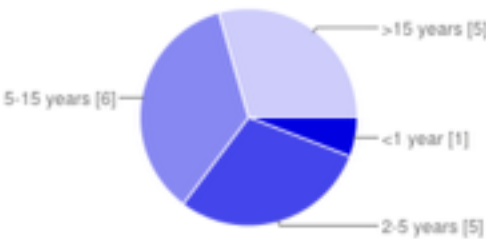
32 (55.2%): Female

26 (44.8%): Male



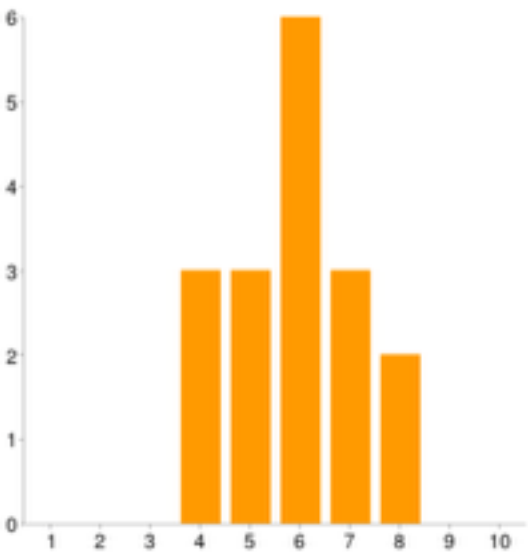
Exhibit 2 - Survey Results (Chefs)

1) For how long do you work as a chef?



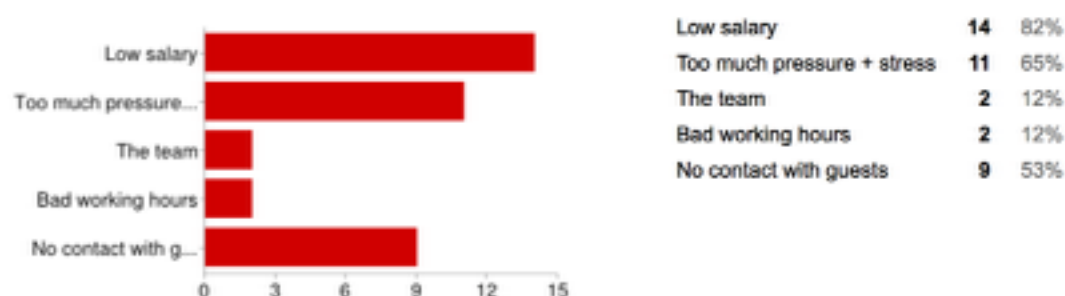
<1 year	1	6%
1-5 years	5	29%
5-15 years	6	35%
>15 years	5	29%

2) How satisfied are you with your job?



1	0	0%
2	0	0%
3	0	0%
4	3	18%
5	3	18%
6	6	35%
7	3	18%
8	2	12%
9	0	0%
10	0	0%

3) If you are not fully satisfied, what are the reasons for your dissatisfaction?



4) Would you like to cook for people at their home (prepare the menu, go to their home and cook for them at their place)? The choice of the date, price p.p etc. is up to you.



5) If yes, why?



6) If not, why?



7) How much are you willing to pay as a service fee for your profile (you get easily orders via the website)



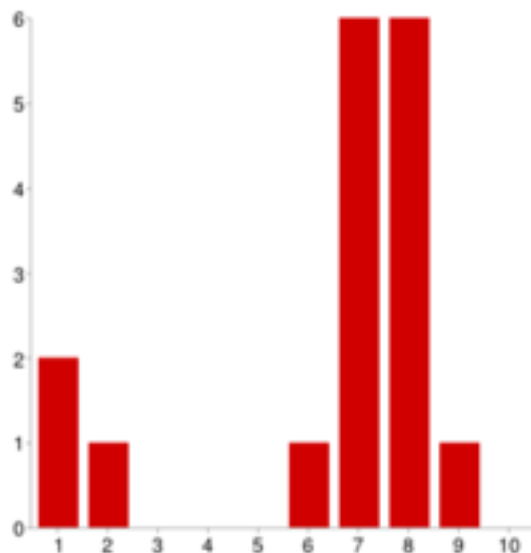
<10% of the total amount	4	24%
10 - 20% of the total amount	12	71%
20 - 30 % of the total amount	1	6%
>30% of the total amount	0	0%

8) How often do you use the internet?



Every day	15	88%
Several times a week	1	6%
Seldom	0	0%
Never	1	6%

9) How stressed do you feel in your everyday life?



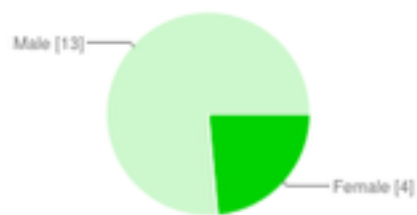
1	2	12%
2	1	6%
3	0	0%
4	0	0%
5	0	0%
6	1	6%
7	6	35%
8	6	35%
9	1	6%
10	0	0%

10) What is your annual salary?



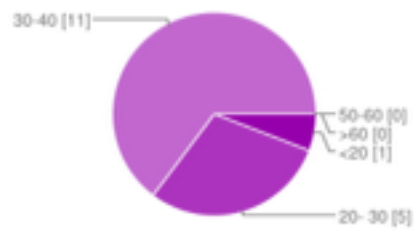
0 - 15.000€	2	12%
15.000€ - 30.000€	8	47%
30.000€ - 50.000€	6	35%
<50.000€	1	6%

11) Your gender



Female	4	24%
Male	13	76%

12) Your age



<20	1	6%
20-30	5	29%
30-40	11	65%
50-60	0	0%
>60	0	0%